

# Customer Service



Report prepared for: **John Sample**

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## Customer Service Aptitude Profile

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## SNAPSHOT OF CUSTOMER SERVICE CHARACTERISTICS

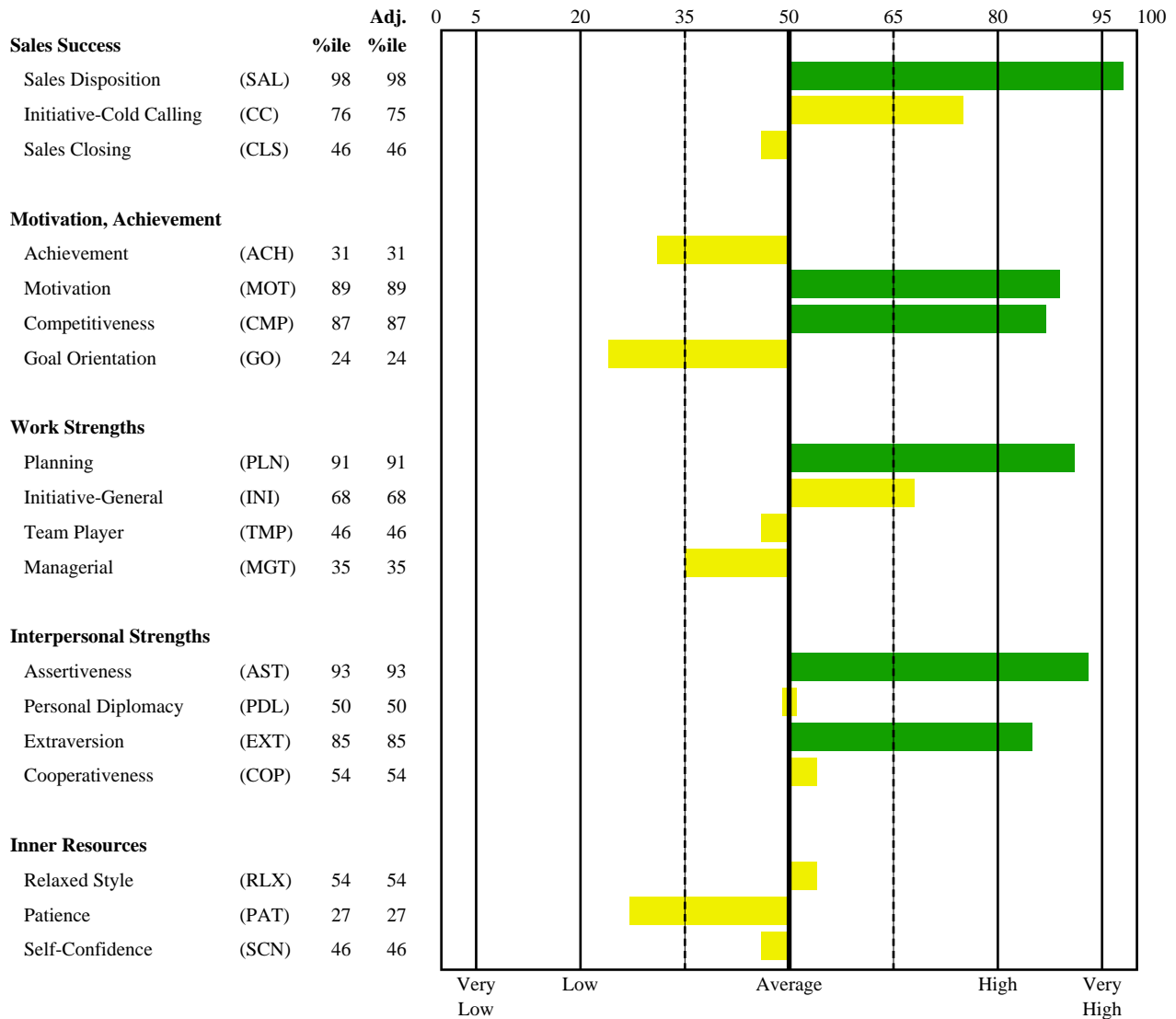
BASICALLY RECOMMENDED FOR A CUSTOMER SERVICE ROLE.

Customer Service Characteristics	Strength	Potential Strength	Needs Development
Diplomacy in relating to others		■	
A cooperative attitude		■	
A relaxed attitude		■	
Patience			■
Priority of being helpful to customers			■
Ability to restrain assertiveness when relating to customers			■
An ability to be non-competitive when relating to others in a customer service situation			■
Focus on achievement and getting things done			■

More detailed information is provided in the body of this report.

## CUSTOMER SERVICE PROFILE

Validity: This person appears to have responded to Customer Service AP items consistently and without unusual emphasis on positive or negative responses.



Users of this report should be familiar with the material presented in the Employers' Guide to the Customer Service AP. No personnel or other decision should be made based on this report alone without confirming information from independent sources.

## Validity and Response Style

The Validity and Response Style scales represent the individual's level of attention to the meaning of Customer Service AP statements (Inconsistent Responding) and tendency toward positive (Self-Enhancing) or negative (Self-Critical) self-presentation.

The Inconsistent Responding (INC) score of 3 indicates that this person paid appropriate attention to the meaning of Customer Service AP statements when giving responses, and is not likely to have responded carelessly or in a completely random fashion.

This person obtained a Self-Enhancing (ENH) score at the 99th percentile. This style of self-presentation is much more positive than that of most others. This can be a characteristic of job applicants and others trying to make a good impression in business, social, or other situations. It may also reflect a high level of self-confidence. Others are likely to describe this person's self-regard as highly positive.

In addition, the Self-Critical (CRT) score at the 64th percentile suggests that this individual may often be introspective and self-critical, and his or her standards for self-evaluation may be based on very high expectations.

These scores may indicate a person who can be both self-critical and self-confident. They may also occur when responses have been made carelessly or without regard to item content. You should check the item responses at the end of this report for evidence of a noncompliant response pattern, and use caution in applying the interpretations contained in this test report.

## Customer Service and Inside Sales Characteristics

Characteristics that are important to success in most customer service or inside sales roles are reflected to a large extent in an individual's responses to items on the Personal Diplomacy (PDL), Patience (PAT), and Relaxed Style (RLX) scales. To a lesser extent, responses to items on the Assertiveness (AST) scale and an expressed interest in career areas related to education or social service also indicate characteristics that contribute to success in customer service settings.

This individual's Personal Diplomacy (PDL) score is at the 50th percentile indicating that he or she will be about as diplomatic as most people in a customer service or inside sales role.

This Patience (PAT) score at the 27th percentile indicates a person who may be impatient, which could interfere with success in such settings.

With an Assertiveness (AST) score at the 93rd percentile, it appears that this individual may be somewhat intolerant of those customer service situations that require that he or she refrain from asserting his or her own demands in transactions with others, which can limit his or her effectiveness in some customer service settings.

The Relaxed Style (RLX) score at the 54th percentile suggests that he or she is likely to experience an average amount of stress in customer service or inside sales situations.

His or her interest in a role such as customer service that involves helping others to meet their needs and achieve their goals is in the low to low average range.

Consideration of additional customer service success characteristics reflected by this person's Customer Service AP responses is provided in the following detailed interpretation of the Customer Service AP scale scores.

## Sales Success Characteristics

Because many customer service roles include a sales component, aspects of this individual's Customer Service AP responses that reflect his or her likelihood of being successful in sales work are considered in this section.

The Sales Success scores include three scores. The Sales Disposition (SAL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in sales careers. The Initiative-Cold Calling (CC) score summarizes an individual's responses to statements from the Initiative-General (INI) scale that reflect characteristics necessary for success in cold-calling. The Sales Closing (CL) score indicates the degree to which an individual's Customer Service AP results are similar to those observed for people who are successful in closing sales.

This individual's Sales Success scores are at the 98th percentile for Sales Disposition (SAL), at the 75th percentile for Initiative-Cold Calling (CC), and at the 46th percentile for Sales Closing (CL).

The Customer Service AP responses for this individual are very similar to those typical of people who successfully perform sales activities.

He or she can be at least moderately effective at cold-calling.

## Motivation and Achievement Characteristics

The Motivation and Achievement scales describe a person's orientation toward achievement and inner drive to achieve.

The Achievement (ACH) scale score reflects an individual's ability to follow through and complete tasks and to achieve specific goals. It is also related to the amount of interest that a person has in intellectual or conceptual work. The ACH score at the 31st percentile for this person indicates that he or she achieves at a relatively low or moderate level, and may not fulfill his or her actual potential.

This person's achievement in academic areas is likely to be low or moderate and his or her attention is probably not focused on academic performance. Specific abilities or aptitudes should be evaluated if there are independent concerns in this area.

He or she is likely to perform exceptionally well on the job.

The Motivation (MOT) scale score is intended to represent a person's inner drive, and commitment to achieve, as well as the strength of his or her inner emotions, needs, and values. This MOT score at the 89th percentile indicates a person whose motivation or inner drive is relatively strong.

The Competitiveness (CMP) score reflects the need to win, to perform better than others, or to surpass standards of achievement or performance. This individual's CMP score at the 87th percentile suggests that he or she values competition.

The Goal Orientation (GO) scale describes the extent to which an individual sees himself or herself as having clear goals and objectives. This person's GO score at the 24th percentile indicates that, at this time, he or she may not be focused on long-term goals and objectives, and is not aware of moving in the direction of setting or achieving such goals.

When individuals with this combination of scores are achieving below their potential, they may be preoccupied by questions of career or personal direction and looking for opportunities to discuss concerns, questions, and frustrations related to this issue.

## Work Strengths

The Work Strengths scales describe actual work habits and attitudes towards working alone and with others.

The Planning (PLN) scale score reflects a person's tendency to use time-management, scheduling, and organizing and planning strategies to achieve goals. The PLN score at the 91st percentile suggests that this individual consistently plans, organizes, and applies very effective work habits. He or she will make good use of specific plans and strategies for meeting deadlines and achieving objectives. This ability appears to be quite strong, and is likely to be engaged even for tasks that are not directly related to his or her own specific goals.

The Initiative-General (INI) scale indicates a person's level of comfort in taking independent action. The INI score at the 68th percentile is in a range that suggests that this individual may show initiative in some situations but not in others.

The Team Player (TMP) scale score relates to a person's level of comfort in working together as part of a team or interdependent work group. This TMP score at the 46th percentile suggests this person is likely to be equally comfortable working independently or working closely with others. He or she will be as comfortable as are most people in a role that requires working closely with others on a regular basis.

The Managerial (MGT) score represents the degree to which a person's work strengths combine with achievement, motivation, interpersonal strengths, and inner resources in a pattern similar to that of individuals in managerial and supervisory roles. This individual's MGT score at the 35th percentile suggests that his or her responses do not closely resemble those given by people who are in managerial, supervisory, or other leadership roles.

## Interpersonal Strengths

The Interpersonal Strengths scales describe ways in which a person is likely to engage in interactions with others in the work environment. These characteristics play a very important part in the successful conduct of customer service activities.

The Assertiveness (AST) scale score provides a gauge of an individual's directness in expressing himself or herself and in dealing with others. This person's AST score at the 93rd percentile indicates an individual who is likely to be highly assertive in most situations. Being so direct in offering reactions, ideas, and opinions, he or she may find it difficult to perform many kinds of customer service roles.

The Personal Diplomacy (PDL) scale score reflects a person's tendency to use tact and diplomacy in dealing with others and to display sensitivity to the feelings and ideas of others. For this person, the PDL score at the 50th percentile suggests that he or she handles social and business situations with at least an average amount of attention to the reactions of others, which will contribute to effectiveness in a customer service role.

Although individuals with this combination of AST and PDL scores express themselves very directly to others, their communications will ordinarily be perceived as tactful.

The Extroversion (EXT) scale score indicates the degree to which a person sees himself or herself as socially outgoing. For this individual, the EXT score at the 85th percentile indicates a person who describes himself or herself as more extroverted than most people, which can be an asset in many customer service settings, and who will be reasonably comfortable in customer service situations that require taking the lead in establishing contact with others.

The Cooperativeness (COP) score indicates a person's level of comfort in working closely with others and in taking the lead from others. A low COP score does not necessarily indicate uncooperativeness, but may indicate independence or aggressiveness in dealing with others. This COP score at the percentile suggests that this person is likely to be cooperative. He or she is likely to enjoy a moderate degree of independence and yet be comfortable taking direction from others.

## Inner Resources

The Inner Resources scales describe the kind of work-related inner resources that a person brings to the work environment.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score at the 54th percentile describes a person who finds it easy to relax and can successfully cope with most stressful situations. He or she can generally work effectively under pressure.

The Relaxed Style (RLX) scale score describes the ability to remain free of worry and tension in the face of stress. This RLX score at the 54th percentile describes a person who is Even though he or she may appear generally satisfied, career direction and the meaningfulness of their career choices may be of particular concern to this individual at this time.

The Patience (PAT) scale indicates a person's ability to effectively cope with frustration encountered in completing tasks or in conflict-laden situations. This individual's PAT score at the 27th percentile suggests that he or she may easily become impatient or frustrated, which would be a disadvantage in most customer service roles.

He or she will be best able to tolerate work involving routine detail when it is in an area of high priority or interest.

The Self-Confidence (SCN) score is an indicator of the level of confidence and self-assurance an individual brings to his or her work. The SCN score at the 46th percentile suggests this person would be reasonably self-confident in a customer service setting.

## Additional Profile Characteristics

In addition to the interpretation of single scores on the Customer Service AP scales, some specific combinations of Sales Success Characteristics, Motivation and Achievement Characteristics, Work Strengths, Interpersonal Strengths, and Inner Resources are associated with particular approaches to the work environment related to performing in a customer service role.

This profile is associated with a tendency to follow one's feelings or reactions of the moment. Although such a tendency may appear, at times, as initiative, it can lead to impulsivity and failure to consider long-term consequences, which can be a disadvantage in many customer service roles.

Careful consideration of this person's scores in combination will shed additional light on his or her particular work strengths.

## Career Interest Areas

Some clusters of Customer Service AP items are often observed to be associated with the traditional Realistic, Investigative, Artistic, Social, Entrepreneurial, and Conventional occupational interest areas. Below is an indication of how interested this individual is in each of these areas as well as a short explanation of the occupational interest for each area.

**Realistic:** *Moderate* - Activity-oriented occupational areas such as skilled trades, engineering, armed services, police, and firefighting, or similar technical and service occupations.

**Investigative:** *Moderate* - Investigative or academic, scientific, and technical occupational areas such as medicine, education, computers, science, and similar areas.

**Artistic:** *Moderate* - Artistic or aesthetic areas such as graphic arts, writing, advertising, music, fine arts, or similar areas having a strong aesthetic or craft component.

**Social:** *Moderate* - Social or educational and social service areas such as teaching, social work, social service direction and recreation, or counseling.

**Entrepreneurial:** *Moderate* - Entrepreneurial or legal, political, and business endeavors such as marketing, management, or merchandising.

**Conventional:** *High* - Conventional business areas such as accounting, banking, office work, and office management.

## Listing of recorded information

Name: John Sample

Date tested: 7-April-2026

### ITEM RESPONSES

The scores and the interpretation in the SalesAP Report are based on the responses listed here.

001. 1 | 002. 3 | 003. 1 | 004. 3 | 005. 3 | 006. 3 | 007. 5 | 008. 1 | 009. 4 | 010. 3 |  
011. 2 | 012. 4 | 013. 4 | 014. 3 | 015. 3 | 016. 3 | 017. 1 | 018. 5 | 019. 2 | 020. 2 |  
021. 5 | 022. 3 | 023. 5 | 024. 3 | 025. 4 | 026. 1 | 027. 3 | 028. 1 | 029. 3 | 030. 4 |  
031. 2 | 032. 3 | 033. 1 | 034. 5 | 035. 2 | 036. 1 | 037. 1 | 038. 1 | 039. 2 | 040. 3 |  
041. 3 | 042. 5 | 043. 3 | 044. 3 | 045. 1 | 046. 1 | 047. 3 | 048. 1 | 049. 3 | 050. 4 |  
051. 1 | 052. 5 | 053. 3 | 054. 3 | 055. 2 | 056. 1 | 057. 4 | 058. 2 | 059. 4 | 060. 3 |  
061. 2 | 062. 3 | 063. 3 | 064. 1 | 065. 3 | 066. 3 | 067. 3 | 068. 1 | 069. 3 | 070. 1 |  
071. 1 | 072. 1 | 073. 1 | 074. 1 | 075. 3 | 076. 3 | 077. 3 | 078. 3 | 079. 1 | 080. 1 |  
081. 2 | 082. 3 | 083. 3 | 084. 1 | 085. 3 | 086. 2 | 087. 3 | 088. 3 | 089. 3 | 090. 2 |  
091. 2 | 092. 1 | 093. 4 | 094. 5 | 095. 3 | 096. 3 | 097. 3 | 098. 1 | 099. 4 | 100. 1 |  
101. 3 | 102. 1 | 103. 3 | 104. 1 | 105. 1 | 106. 1 | 107. 1 | 108. 1 | 109. 1 | 110. 3 |  
111. 1 | 112. 2 | 113. 4 | 114. 4 | 115. 4 | 116. 4 | 117. 3 | 118. 1 | 119. 1 | 120. 5 |  
121. 5 | 122. 3 | 123. 3 | 124. 2 | 125. 1 | 126. 1 | 127. 3 | 128. 4 | 129. 1 | 130. 5 |  
131. 3 | 132. 1 | 133. 1 | 134. 1 | 135. 2 | 136. 4 | 137. 3 | 138. 1 | 139. 2 | 140. 1 |

### Response Key

1 Always True

2 Mostly True

3 Sometimes True and Sometimes False

4 Mostly False

5 Always False

## End of the Report

## Customer Service Achievement Recommendations

These recommendations, based on the Customer Service AP test profile, are designed to help you improve or enhance your motivation and achieve your goals in customer service roles and activities.

You may find some of these suggestions more helpful than others. Because your motivation is one of your most valuable assets, it is highly recommended that you make a continuing, long-term effort to use those suggestions that you discover to be the most effective.

### Refine Your Goals

- Clarify your customer service goals, objectives, and priorities more fully. Make use of goal-setting on a more regular basis. For example, create priority lists on paper before committing time to any project that may or may not be important in fulfilling your goals.
- Make lists of short-term and long-term priorities and objectives regarding customer service. Decide which of these goals are meaningful to you and which are not.
- Think ahead and anticipate your ideal responses in specific customer service situations. Make it a part of your everyday routine to think about the specific outcomes and consequences that are related to the ways in which you interact with customers.
- Regularly list your actual activities and achievements. Work to maximize and add more of those that are oriented towards meeting your customer service goals, and to minimize or eliminate those that are not.
- Create a mental image of an important customer service goal, such as the way in which you would prefer to respond in a specific customer service situation. See it in all of its detail. Replay that image to yourself on a regular basis. Regularly evaluate whether your actual activities and achievements are in the direction of achieving this goal.
- On a regular (but not obsessive) basis, scan the horizon for future problems and plan ways to cope with these anticipated problems or to prevent their occurrence. Gradually adjust these short-term coping strategies so that they are consistent with meeting your long-term goals.
- If you find it difficult to specify clear goals and objectives, seek appropriate guidance to discover and explore your inner values, interests, needs, and wishes for the future.
- Although you may appear to others to be satisfied with your level of achievement, you may harbor concerns about your career direction, the meaningfulness of your choices, or other issues related to being in a customer service role. If this is the case, consider career counseling or planning to help you clarify your goals and gain other insights related to your career path. Pay particular attention to whether and how your overall goals can be met in a customer service setting.
- If you find that you lose interest in important tasks (especially those related to customer service), review your goals frequently, even on a daily basis, to make sure that your motivation is based on your actual goals and not on temporary changes in your interests.
- If you are not satisfied with your general level of achievement, you may benefit from an opportunity to express and explore concerns, questions, and reactions regarding your goals.

### Increase Your Motivation and Level of Commitment

- Make use of your ability to motivate and inspire yourself and others in customer service situations. Link your inner enthusiasm, emotions, and motivational drive to your customer service goals and objectives. Making sure in this way that the other elements of success are in place will help you maintain success in customer service over a long period of time.

- Identify an individual who is successful in a customer service role. Consider what makes that individual successful in this role, and strive to develop similar ways of working.
- Do not assume that a strong competitive drive is sufficient to maintain motivation over a long period of time, especially in customer service. Make sure that you simply enjoy helping others, without any sense of competing against anybody.
- Striving to be the best can be a strong motivator, but if you do not succeed in being the best, remember not to judge your value as a person by this criterion.

## Be Sure to Plan Ahead and Follow Through

- In customer service areas, be sure to involve yourself in roles and activities in which you and your group or company can benefit from your strong planning, organizing, and scheduling abilities.
- Do not assume that strong planning and organizational skills alone are sufficient to achieve customer service goals. Make sure that you also work to develop and maintain an attitude of helpfulness towards others.
- Be sure to link your planning, organizing, and scheduling activities to specific customer service goals and objectives. In this way, you can make sure that your planning activities are not simply for the purpose of keeping busy, but that they will be directly related to your most important goals.
- While your planning and work habits appear to be quite strong, so that you will naturally achieve in many situations, you may still benefit from periodically reviewing your goals and activities to make sure that you are making effective use of your time, energy, and resources to achieve your customer service goals.
- You may tend to neglect focusing on the important customer service goal of actually helping others, and your work will likely benefit from heightening your awareness of this aspect of your day-to-day activity.
- Focus on specific actions, achievements, and daily behavior that will help you meet customer service roles.
- Make use of specific challenges, deadlines, and other motivational techniques that you can relate to the actual accomplishment of customer service tasks.
- Reward yourself for tangible, "bottom-line" results in customer service situations.
- When you reach an impasse or roadblock, do not give up, but rather look for solutions or strategies to overcome or work around them. Focus on what can actually be accomplished at any given time, and do what is "do-able."
- Do one small task at a time. For example, practice one small customer service technique at a time.
- Do the best that can be done at this time, and then move on.
- Focus on achieving specific goals, rather than simply being active.
- Reward yourself for small accomplishments. Most of us forget to pat ourselves on the back often enough when we accomplish the "little things" that lead to the big achievements.
- When you feel like giving up on customer service achievements, challenge your reasons. You may be giving yourself convenient excuses for not improving your customer service skills.
- Do not wait to become inspired by "the right mood" to work, or for the right conditions. CHOOSE TO DO IT NOW.
- If you are in an academic setting, you can benefit from focusing more of your attention on intellectual, reasoning, and conceptual tasks. Use techniques such as learning to focus on the immediate task, to place other interests "on hold" until priorities are met, and other similar techniques.

## Expand Your Personal and Interpersonal Skills

- You have described yourself in very positive terms in some areas, and self-critical terms in other areas. This indicates that you are open to and capable of a high level of introspection. Self-evaluation, however, can sometimes tie up an excessive amount of your energy, and you may benefit from learning to be more self-accepting in certain areas.
- Individuals with this profile may have a level of impatience that makes it difficult to succeed in a customer service role. If you think this is true for you, then you may benefit from consulting with someone who will help you bring a

higher level of patience to your customer service interactions and tasks.

- Your profile indicates that you may benefit from sensitivity training or other similar procedures to help become more aware of the your impact on the reactions and opinions of others, especially in customer service situations. Listening skills would be an important part of this process.
- Your profile indicates that the "sales" aspect of your personality style may be a strength. If so, consider how you may want to utilize this aspect of your personality to "sell" ideas to others in your everyday work situation.
- Your profile suggests that your comfort in contacting others (what sales people refer to as "cold-calling") can be an asset in your career. Utilize this characteristic to widen your social and career network.
- If you find that you are not always successful in influencing others to your way of thinking, you might consider some sales training in the area of sales closing techniques and approaches, even if you are not a salesperson.
- If you are placed in a position of managing, supervising, or mentoring others, you may want to consider some professional training in management and supervision to gain a greater sense of familiarity with this type of role.
- If you find that you are not always patient in customer service situations, consider the following: 1. The old advice of counting to 10 when frustrated is still an effective method of exercising patience. Don't overlook this tried-and-true advice. 2. Particularly in situations where there is conflict or disagreement, take a moment to summarize the other person's point of view before presenting your own. 3. Consider whether impatience would be an asset or a liability in the present situation, and act accordingly.
- If you find that others are not always supportive of you, particularly in customer service situations, consider spending some time on a regular basis working together with others on a collaborative task. You may find that with this added element, others may be more supportive of you.
- Being direct in offering your ideas and reactions may be an asset in many career or job situations, but it is not usually an asset in customer service situations. Spend some time on a regular basis "keeping your counsel" or not being too quick to share your immediate reactions or ideas with others.

**END OF CUSTOMER SERVICE AP RECOMMENDATIONS.**